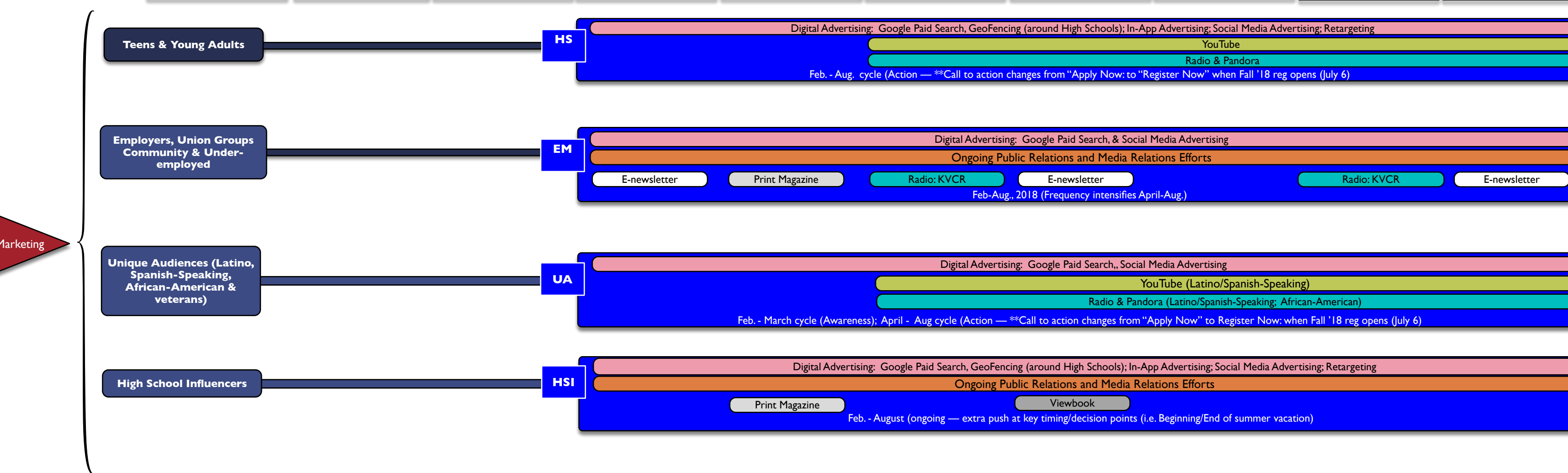
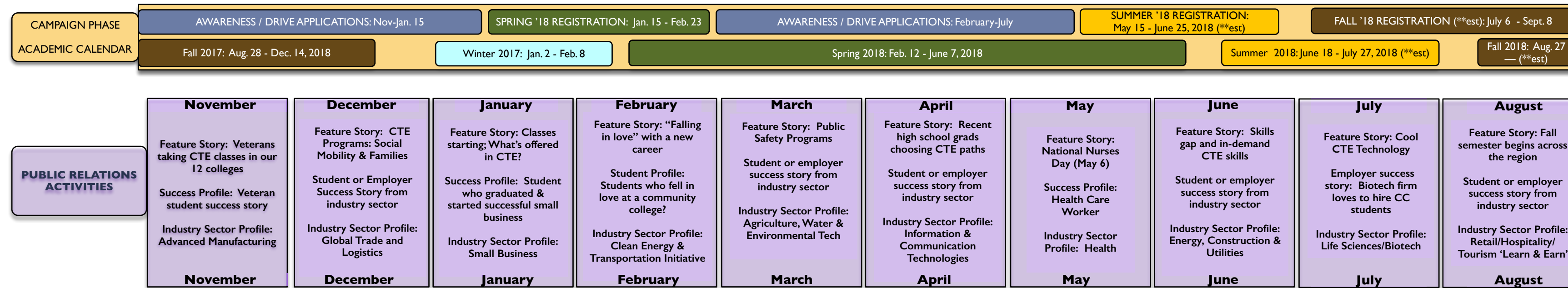


# INLAND EMPIRE/DESERT REGIONAL CONSORTIUM Marketing & Communications Plan 2018

NOTE: Dates based on Academic Calendar.  
Registration periods and semester start dates vary throughout the Consortium.



## MARKETING PLAN

### Plan Overview

- The core idea of the plan is to integrate traditional and digital media as well as public relations activities to leverage the Consortium's budget for the greatest possible impact on enrollment, awareness, and benchmark attitudes.
- The campaigns are timed so as to create maximum brand exposure and awareness, with "call-to-action" pushes occurring at key decision points.
- The campaigns are timed to hit the ground running upon selection of a career education brand, and sustain themselves through the end of the Fall enrollment period.
- Interact will supplement the campaign with public relations collaterals, such as program features, success stories and spotlights, columns, industry profiles, and more (roughly three articles per month, Nov-Aug).
- This plan is our optimum theoretical plan based on strategy, budget, and the needs identified in the RFP. Modest shifts will occur due to the intervention of printer, buyers, mentors and other details of marketing life.

- ### MEDIA TOOLS
- Radio/Pandora
  - YouTube
  - Email/Digital/Social Media
  - E-newsletter
  - Print Magazine
  - Viewbook

## Media Buying Tactics

### Digital/Social Media

**Media Purchase:** Search Engine Marketing; Custom Solutions-Display; GeoFence; YouTube  
**Timing:** February & March 2018  
**Cost:** \$19,000 per month:  
 Search Engine Marketing (PPC) Monthly Budget: \$4,000 x 2 months  
 Display Monthly Budget: \$2,000 x 2 months  
 Geo-Fence Display Campaign Monthly Budget: \$1,500 x 2 months  
 Social Media Campaign: \$2,000 x 2 months  
**Timing:** April-June 2018, GeoFence Only  
**Cost:** \$11,400  
 Geo-Fence Display Campaign Monthly Budget: \$3,800 x 3 months  
**Timing:** April-August 2018  
**Cost:** \$54,600  
 Search Engine Marketing Monthly Budget: \$4,9200 x 5 months  
 YouTube Monthly Budget: \$3,500 x 5 months  
 Display/Social Media Monthly Budget: \$2,500 x 5 months

**Total Digital Spend - \$85,000**  
**Percentage of Total Campaign Spend: 27%**  
**Audiences:** HS Students; Industry Leaders; HS Counselors; Unique Audiences

### Traditional Media

**Media Purchase:** April-August 2018  
 \$220,000 for radio and digital radio purchases; cost allocations TBD  
 \$5,000 for printing and mailing of viewbook  
 Value Added: KVCR Sponsorships in April and July  
**Timing:** April-August 2018

**Total Traditional Media Spend: \$225,000**  
**Percentage of Total Yearly Spend: 73%**  
**Audiences:** All audiences within service area plus targets

## Plan Tactics

<h3>Teens and Young Adults Campaign</h3> <p><b>HS</b></p> <p><b>Target/Goal:</b> High School Students, Recent Graduates and Young Adults              Awareness; Application; Enrollment — Create top-of-mind awareness among high school juniors and seniors; Encourage application on an ongoing basis, and enrollment during registration periods.  <b>Media:</b> GeoFencing (HS campuses); In-App Advertising; Google Paid Search; Pandora; YouTube preroll; Social Media Advertising; Retargeting Campaigns  <b>Timing:</b> "Awareness" cycle: Feb-March; "Action" cycle: April-Aug.  <b>Message:</b> Awareness of Inland Empire CTE programs; Establishment of CTE brand.  <b>Materials:</b> Digital &amp; social media ads; :15-:30 audio spots; :30 video spots</p>	<h3>Unique Audiences (Latino/Spanish-Speaking; African-American; Veterans)</h3> <p><b>UA</b></p> <p><b>Target/Goal:</b> Unique Audiences / Awareness; Application; Enrollment  <b>Media:</b> Social Media (Veterans); Radio (Latino/Spanish-Speaking; African-American); Spotify / Pandora (Latino/Spanish-Speaking; African-American); YouTube preroll (Latino/Spanish-Speaking)  <b>Timing:</b> "Awareness" cycle: Feb-March; "Action" cycle: April-Aug. Extra push on key dates (i.e. beginning/end of summer break; registration day)  <b>Message:</b> Awareness of Inland Empire Career Education programs; Establishment of Career Education brand for unique populations likely to enroll and persist.  <b>Materials:</b> Social media ads; Audio spots; YouTube spot</p>
<h3>Employers, Union Groups, Community &amp; Underemployed</h3> <p><b>EM</b></p> <p><b>Target/Goal:</b> Employers; Union Groups; Community &amp; Underemployed / Awareness; Support-Partnership; Fostering Connections and Interactions  <b>Media:</b> Ongoing PR (features, columns, spotlights); E-newsletter; Google Paid Search (job search terms and industry sectors); Print Magazine (March / Sept); Paid Sponsorships on Public Radio  <b>Timing:</b> "Awareness" cycle: Feb-March; "Action" cycle: April-Aug. Quarterly e-newsletters (Feb/May/Aug/Nov 2018)  <b>Message:</b> Awareness of Inland Empire CTE programs; Establishment of CTE brand for employers, union groups and community CTE stakeholders. "Make a connection with a Inland Empire CC grad!"  <b>Materials:</b> Quarterly e-newsletter; Print Magazine; Social Media Ads; E-newsletters; Public Radio Sponsorships</p>	<h3>High School Influencers (Parents; Counselors)</h3> <p><b>HSI</b></p> <p><b>Target/Goal:</b> High School Influencers (Parents, Counselors) / Awareness; Application; Enrollment  <b>Media:</b> HS Parents: Ongoing targeted Facebook &amp; Instagram ads; HS Counselors: GeoFencing around district/area high schools.  <b>Timing:</b> Feb. - Aug. (Extra push at key decision points - i.e. beginning/end of summer break and open registration).  <b>Message:</b> "Get your HS grad off the couch, and into a rewarding, sustainable career!" Great futures for your students right here at home  <b>Materials:</b> Ongoing PR, Social media ads; Viewbook, Print magazine</p>

## PR Tactics

### Ongoing Campaign (Nov. - Aug.)

**PR**

**Target/Goal:** Students; Employers; Community / Create awareness and support not only for the brand, but for up-and-coming CTE programs and "skills gap" opportunities.  
**Media:** Monthly articles culminating in quarterly e-newsletters and bi-annual print magazines.  
**Timing:** Nov. 2017-Aug. 2018 — Three pieces per month (typical month: 1 feature, 1 success story/spotlight, 1 industry sector profile)  
**Message:** "Career Education is the future, and it's happening right now."  
**Materials:** 30 Total Pieces (Features, Columns, Spotlights, Industry Profiles, etc.), 90 Social Media Posts, 4 e-newsletters (through end of 2018) and 2 print magazines (through end of 2018)

**Total Campaign Media Spend (Traditional + Digital): \$310,000**

## Campaign Material List

- ### Digital Advertising
- Search engine keywords for 10-20 distinct campaigns
  - 25 custom display ads: tile size
  - 25 custom display ads: banner size
  - 8 social media ads
  - Campaign Website and NewsCenter
- ### Radio/Pandora Spots
- 2 targeting teens and young adults
  - 1 targeting African-American population
  - 1 targeting Latino population
  - 2, 15-second public radio sponsorship ads
- ### Email
- 4 e-newsletters (quarterly)
  - 2 e-mail blasts timed around radio spots
- ### YouTube Spots
- 2 authentic narration YouTube Spots targeting teens & young adults
  - 1 YouTube Spot, in Spanish, targeting Spanish-speaking parents & influencers
- ### Social Media Posts (Organic, non-paid)
- 90 Facebook/Instagram posts, to accompany each news release/feature story
  - 4 posts to accompany each e-newsletter
  - 3 posts to supplement each YouTube spot

## Additional Materials List

- ### Outdoor
- Billboard ad template with 5 variations
- ### Print Publications
- Newspaper ad template with 4 variations
  - Poster template with 5 variations
  - Brochure template with 3 variations
  - Flyer template with 3 variations

